

Michael F. Easley
Governor



State of North Carolina
Office of the Governor

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GOV. EASLEY ANNOUNCES 200 JOBS AND \$11.8 MILLION INVESTMENT FOR N.C.
JDIG Helps Ralph Lauren Media Relocate To Guilford County

RALEIGH – Gov. Mike Easley today announced that Delaware-based Ralph Lauren Media LLC will invest \$11.8 million in the opening of a customer service center that will bring 200 new jobs to High Point. The project was made possible in part by a grant from the Job Development Investment Grant (JDIG) program.

“Today’s announcement shows that North Carolina has the skilled workforce and No. 1 business climate to attract globally-recognized companies like Ralph Lauren,” said Easley. “We will continue to make the necessary investments in workforce development, education and infrastructure, so that we remain a top choice for companies wanting to relocate and expand.”

Ralph Lauren Media is a 30-year partnership between the Polo Ralph Lauren Corporation, the National Broadcasting Company and ValueVision Media Inc., created to market the Ralph Lauren brand. Ralph Lauren Media’s first initiative was the development and launch of Polo.com, the online store for Polo Ralph Lauren, in November 2000.

Since the launch of Polo.com, ValueVision Media Inc. has provided customer service and order fulfillment operations through the company’s facilities in Minneapolis, Minn. and Bowling Green, Ky. The new High Point facility will manage all Polo.com operations including fulfilling customer orders, altering and embroidering products and providing customer support.

Construction on the new facility is scheduled to begin in December of 2006. The customer service center is expected to open in the summer of 2007. Ralph Lauren Media will invest \$11.8 million in machinery and equipment for the facility.

The 200 new jobs will include management, technology support and call center operators. While individual wages will vary by job function, the average yearly salary for the positions will be \$33,695, plus benefits.

“We are thrilled to partner with the state of North Carolina and further support the local community of High Point. This is a wonderful place to do business and we look forward to sharing in Guilford County’s continued growth and success,” said Sarah Gallagher, president of Ralph Lauren Media.

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